Communications (COMM)

COMM101 Introduction to Communication (3 semester hours)
This course is an introduction to communication studies, the broad areas of communication (interpersonal, oral, electronic, mass media, etc.), and artifacts. This course will familiarize students with the scope, basic terminology, and major career fields in Communication areas. Course topics include: communication, interpersonal communication, communication in groups and organizations, mass communication, media, digital communications, advertising, public relations, promotion management, digital communications and media, fund-raising management, writing, and teaching.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM101) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM110 Information & Digital Literacy (2 semester hours)
Information and Digital Literacy is designed to provide students with sustainable and usable skills essential to success in both academic and professional settings. Students will learn best practices to locate and evaluate sources, and effectively communicate using digital literacy to become proficient 21st century learners.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM110) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM115 Foundations for Lifelong Learning (1 semester hours)
Foundations for Lifelong Learning introduces students to the skills and dispositions needed to be a lifelong learner. Students will explore what it means to be curious by exploring unfamiliar topics in depth, by taking the initiative to expand knowledge, having the independence to explore interests in and outside the classroom, and transfer previous learning and apply it to current knowledge for comprehension and problem solving. Finally, students will reflect on what it means to learn, to change perspectives, explore civility, and create a foundation for lifelong learning.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM115) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM120 Information and Digital Literacy (3 semester hours)
Information and Digital Literacy is designed to provide students with sustainable and usable skills essential to success in both academic and professional settings. Students will learn best practices to locate and evaluate sources, and effectively communicate using digital literacy to become proficient 21st century learners.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM120) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM200 Public Speaking (3 semester hours)
Public Speaking will introduce students to the field of communication studies, giving them a basic foundation in the issues relevant to communicating effectively in today’s global, technological, and diverse world: history and theories of communication, ethics, the audience, developing and delivering a speech, and types of speeches and specialized speech situations, including the job interview. This course utilizes Thinkwell Public Speaking online materials, which includes video selections of historic speeches for study as well as examples of student speakers. Students enrolling in this course must be able to capture video (required) for their speeches. Video files are created and stored within the classroom for the students’ security.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM200) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM210 Communication and Gender (3 semester hours)
This course examines the similarities and differences in male and female communication styles and patterns. The content emphasizes implications of gender as a social construct influencing perceptions, values, stereotyping, language use, nonverbal communication, and power conflict in human relationships.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM210) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM211 Social Media and Society (3 semester hours)
This course explores the practical and theoretical social impacts of computer-mediated communication (CMC) systems, including many different types of technologies, such as social networking sites, email, forums, chat, and online games. Students will engage in the analysis of CMC practices, the social processes and structures that emerge when people use these applications, and the problems and barriers that emerge from use.

View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM211) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.
COMM220 Small Group Communication (3 semester hours)
This course will examine the theoretical and practical issues that affect communication between members of work teams, discussion groups, and decision-making bodies. Students will work as members of student teams to analyze both the theoretical and practical implications of the issues that surround effective communication and miscommunication in a small group setting.

View the course schedule [here](https://www.apus.edu/course-schedule/details.html?c=COMM220) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM240 Intercultural Communication (3 semester hours)
This course develops interpersonal, group, and presentational communication skills that are applicable in personal and professional cross-cultural relationships, and focuses on differences in values, message systems, and communication rules across cultural boundaries and in multicultural settings.

View the course schedule [here](https://www.apus.edu/course-schedule/details.html?c=COMM240) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM250 Mass Communication (3 semester hours)
This course is an introduction to major mass communication theories as a context to examine major issues surrounding mass media in American society. Students will trace the history and development of the major media, both nationally and internationally, and examine the connection to, and interdependence of, each medium to other media. Emphasis will be placed on the current status of each medium and its influence on society and vice versa.

View the course schedule [here](https://www.apus.edu/course-schedule/details.html?c=COMM250) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM255 Digital Tools and Media in Communication (3 semester hours)
Digital Tools and Media in Communication is a basic course in digital tools and media in communication, which enables our students to situate their communication studies within the modern technical world. The course gives students exposure to modern technology through the communication lens and provides students with opportunities to explore and evaluate digital tools and media for communication purposes. Throughout the course, students will progress in standards published in 2015 by the National Communication Association as those Communication majors should know, understand, and be able to demonstrate as part of the Communication degree program. This course introduces principles of composition and design, presentation, and evaluation across varied modes of communication using modern tools, apps, cloud services, programs, and social media. Course topics include mass media communication strategies, music tools, podcasts, video conferencing, blogging, mobile messaging, social networking, internet broadcasting, live streaming, and new and emerging technologies, evaluation, and application. (Prerequisite: COMM250)

View the course schedule [here](https://www.apus.edu/course-schedule/details.html?c=COMM255) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM280 Ethics in Communication (3 semester hours)
This course is a study of the ethical considerations in communication. It will examine the main ethical issues in interpersonal and mediated communication, including such topics as objectivity, freedom of expression, representations of sex, violence and other human behavior, privacy, confidentiality and obligations to the public.

View the course schedule [here](https://www.apus.edu/course-schedule/details.html?c=COMM280) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM285 Interpersonal Communications (3 semester hours)
This course is designed to focus on communication within the workplace, personal activities, and family life in order to establish and maintain healthy interpersonal relationships. This course serves as an introduction to major theories and empirical research regarding the role of interpersonal communication as it relates to personal, contextual, and cultural variables in the development of various types of relationships.

View the course schedule [here](https://www.apus.edu/course-schedule/details.html?c=COMM285) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.
COMM300 Communication Research Skills (3 semester hours)
This course will introduce the research methods of communication processes and issues, which include scientific, interpretive, critical, and rhetorical research methods. During the course, students will evaluate existing communication studies and use both quantitative and qualitative approaches in order to understand research methods in the broad field of communication studies, answer questions, and solve problems. View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM300) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM304 Communication Theory (3 semester hours)
This course is an exploration of major communication theories and their practical application to social events and issues. This course will provide theoretical background in the field to students using case studies, films, and scenarios and opportunities to analyze and apply theories. Course topics include: seven traditions in the field of communication theory, interpersonal communication theories, interpersonal messages, relationship development, relationship maintenance, influence, group communication, organizational communication, public rhetoric, media and culture, media effects, intercultural communication, gender and communication, and integration. (Prerequisite: COMM101) View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM304) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM350 Journalism (3 semester hours)
This course will introduce students to core journalism skills and the historical, social and political context of journalistic practice. The course provides instruction in on-line journalism, news writing, story structure, interviewing techniques and a working understanding of the code of ethics and legal issues which impact journalistic practice. (Prerequisites: ENGL101, ENGL102, or ENGL110) View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM350) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM351 Strategic Communication (3 semester hours)
This course is designed to introduce students to the planning, coordination, collaboration, and management needed to create a fully-fledged communication strategy that will deliver a message to achieve the desired effect for any organization or individual. Students will cover many aspects of strategic communication management: planning and analysis, considering audience demographics data analytics, incorporating input from all decision makers, media and platforms to be used, timeline, creating feedback loops, legal and compliance approval, implementation, and assessment of communication effectiveness and future considerations. Practical business skills, marketing, navigating organizational politics, intercultural communication, information flow, and data analytics will also be covered on during this course. (Prerequisite: COMM300) View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM351) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM356 Digital Communication and Media Design Principles (3 semester hours)
This course is designed to introduce students to digital communication and media design principles and the dynamisms of communication in digital media. Students will cover many aspects of digital communication and media design principles: writing for digital media, visual communication, website, social media, and platform communication capabilities, communicating for organizations and individuals, crafting the narrative in digital media, establishing brand and presence, and flexibility with future technologies. Leadership and decision maker input will be covered in addition to the necessity of analytics and data to guide the scope and breadth of digital communication. (Prerequisite: COMM300) View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM356) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.
COMM360 Inclusive Communication (3 semester hours)
This course is designed to provide students with an understanding of how to effectively communicate across cultures within the United State and Globally from a critical and applicable perspective. This course will cover how communication is influenced by culture and cultural norms and how culture is perceived through communication. Students will self-reflect on their own cultural identity and examine how that influences their perception of communication and how they communicate in their own workplace. By the end of the course, students will create ways to identify and resolve cross-cultural communication conflicts and misunderstandings and incorporate cultural understanding and inclusive language into strategic communication. (Prerequisite: COMM351)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM360) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM365 Communication Analytics (3 semester hours)
The purpose of this course is to provide students with the theory and application of how the use of analytics shapes communication decisions in today’s connected and complicated communication environment. This course will cover how data and the associated metrics have become the standard when making business decisions and how a proper communication strategy must coordinate with the use of analytics. Students will learn how to best use analytics to make data driven communication decisions while using standard reporting API to inform decision makers of the best plan for communicating with an audience. In addition, targeting and location will be discussed so communication can be focused on specific segments of an audience for potentially higher communication conversion. Student will examine the numerous analytics solutions that are available while always looking at future trends and technologies. By the end of the course, students will create a digital communication strategy that uses analytics and data to guide the way they communicate with an audience.
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM365) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM370 Situational Communication (3 semester hours)
This course is designed to prepare students to write dynamic content for any form of media or platform that will achieve the communication goals of the organization or individual. Great effort will go into crafting the content and word choice while being flexible to adjust content to any form or media or platform. Students will address content creation and application for traditional media, new media, be mindful of new technologies, and the need to communicate across multiple medias and platforms. By the end of the course, students will have created a strategic communication plan that can change depending on the situation, platform, or media. (Prerequisite: COMM351)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM370) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM375 Web and Mobile Communication (3 semester hours)
This course is designed to provide students with the theory and application of how to communicate on different web, mobile, and social platforms. The most effective way to communicate will be examined in addition to how consumers consume messages depending on multiple platforms. The immediacy of digital communication will be covered along with the need to respond in a timely manner without a bias toward action. Students will have hands-on experience crafting messages that meet the technological and audience needs of each of the major platforms. By the end of the course students will know how to strategically approach communication across web, mobile, and social platforms while constantly adapting messages depending on the situation. (Prerequisite: COMM356)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM375) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM380 Communication of Listening (3 semester hours)
This course is designed to provide students with techniques and practices that will allow students to gather input, information, and perspectives from decision makers and the targeted audience when planning and implementing a strategic communication strategy. Students will learn why it is critical to understand the targeted audience by listening to their needs, their wants, and how they like to be communicated with. Students will also learn why leadership input is critical when creating a communication plan and the need to create feedback loops. In addition, managerial courage, comfortable around senior leadership, and bias towards action will be addressed because of the political sensitivity of communication strategies and tight deadlines. (Prerequisite: COMM351)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM380) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.
COMM385 Visual Communication (3 semester hours)
This course is designed to provide students with the theory and application of how and why visual communication is a critical aspect of digital communication and media design. Students will be introduced to the different ways web, mobile, and social media platforms communicate visually with their audience. The strengths and limitations of visual communication will be taken into consideration when formulating a digital communication and mobile design strategy. Real-world communication miss-steps and blunders will be studied to show how graphic design can confuse and obfuscate communication. Attention will be given to creating an aesthetically appealing experience that communicates an intended message while taking into consideration practical visual and accessibility concerns. By the end of the course, students will have created a visual communication plan that can be included in any digital communication strategy. (Prerequisite: COMM356)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM385) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM400 Persuasive Communication (3 semester hours)
In this course, students will learn about the history and development of persuasion, the relationship of audience diversity to the impact of persuasive messages, principles of argumentation and evidence, and applications to real-world situations and messages. Throughout the course, students will make connections with political, mass media, marketing, public relations, organizational, advertising, and internet-based messages by applying theories and concepts of persuasion. Prerequisite: COMM304.
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM400) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM401 Conflict and Communication (3 semester hours)
This course introduces students to concepts in the study of human conflict. During the course, students will explore communication in conflict or crisis and emergency situations where ethics, risk, and uncertainty may exist, as well as where communication must be effectively managed. Through case studies and applied exercises, students will apply theory to practical situations to evaluate communication efforts and prepare a crisis communication plan, focusing on causes and dynamics of interpersonal conflict and strategies people use to manage conflicts. Prerequisites: COMM304 and COMM285.
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM401) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM410 Leadership Communication (3 semester hours)
This course is designed to introduce students to the theory and practices of leadership communication and provide students with the ability to clearly and persuasively communicate as a people leader with messages that inspire understanding and action. Different communication situations will be examined that includes leadership updates, sharing mission and vision, communicating values and ethics, transformational messages, and difficult leadership communication. Attention will be given to a clear, concise, and informative style that focuses on a positive tone, inclusivity, and support. Each student will learn about their own leadership style and how their individual leadership attributes contributes to a more authentic message that connects with the target audience. By the end of the course, students will have created numerous leadership messages to suit a variety of communication scenarios. (Prerequisite: COMM351)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM410) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM415 Building a Digital Presence (3 semester hours)
This course is designed to provide students with the theory and application of how to build and maintain a digital presence. Students will be introduced to the many facets of creating and maintaining a digital presence while continuously trying to reach and influence the intended audience. Every aspect of digital communication; the written word, visuals, audio, and video will be analyzed to help plan and build a well-rounded and effective presence. Great effort will go into crafting messages, creating visuals, and using audio and video to build a digital presence. By the end of the course, students will have planned and implemented their own personal digital presence on multiple platforms. (Prerequisite: COMM356)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM415) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.
COMM450 Strategic Communication Career Management and Ethics (3 semester hours)
This course is designed to provide students with the knowledge and understanding of strategic communication career management to ensure long-term career success. Students will learn the tools and strategies that will allow them to change with their industry, change industries, be flexible, constantly learn, network, and always be advocating for their own success. The importance of career management will be studied to ensure that strategic communication students will have the tools and strategies that will allow them to change with their industry, be flexible, constantly learn, network, and have long-term career success. In addition, advanced topics in ethics will be explored to ensure that all communication efforts are ethical and align to the values of the student and the mission of the organization. By the end of the course, students will be prepared to find employment in any industry by presenting themselves as communication professional. (Prerequisite: COMM351)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM450) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM456 Digital Communication and Media Design Career Management and Future Technologies (3 semester hours)
This course is designed to provide students with the knowledge and understanding of digital communication and media design career management to ensure long-term career success. Students will learn the tools and strategies that will allow them to change with their industry, change industries, be flexible, constantly learn, network, and always be advocating for their own success. The importance of career management will be studied to ensure that digital communication and media design students will have the tools and strategies that will allow them to change with their industry, be flexible, constantly learn, and have long-term career success. In addition, future technologies will be examined and how digital communication and media design will evolve depending on the communication platform. By the end of this course, students will be prepared to find employment in any industry as a digital communication and media design professional. (Prerequisite: COMM356)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM456) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

COMM498 Capstone (3 semester hours)
The focus of this course is to review the major concepts, theories, and issues within the field of Communication and the application to current events and future possibilities. In this course, students will also have the opportunity to explore Communication philosophy from a variety of perspectives. As the capstone course in the Communication program, this course will also provide guidance as students develop a professional portfolio that can be used in seeking employment within the Communication field. (Prerequisites: COMM300, COMM304, COMM401, and Senior Standing and completion of all major courses prior to enrollment)
View the course schedule (https://www.apus.edu/course-schedule/details.html?c=COMM498) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.